

# THE ARTS & CULTURE ALLIANCE OF G-PARC

## Non-Profit Organization

### SHAPING THE FUTURE OF THE ARTS & CULTURE IN OUR COMMUNITY

The Arts & Culture Alliance is a group of like-minded individuals and organizations working together to build an energized and synergistic creative community. The Alliance works with area businesses and the City of Gaithersburg to enhance the quality of life in our community through the arts.

The Alliance serves the arts and cultural community of greater Gaithersburg by:

- Creating opportunities and activating resources for arts and cultural development
- Facilitating the growth and connectivity of our creative community
- Driving arts and culture-related economic initiatives
- Expanding patronage for artists and the businesses that promote them
- Advocating for arts and culture
- Raising funds in support of the arts and cultural programs and facilities in Gaithersburg

### ARTS & CULTURE ALLIANCE CURRENT AND UPCOMING PROGRAMS

G-PARC formed the Arts and Culture Alliance in 2019 to further the non-profit's support of the arts in our community. Exciting new programs are in development, and many have already launched!

#### Community Public Art

- **Storm Drain Art** - A program using art to engage, educate and motivate people to prevent pollutants from entering our streams and rivers through storm drains.
- **Trail Markers** (coming soon) - Artist-designed trail markers in City parks.
- **Snow Plow Art** - Paint the City's snow plow blades

#### Artists' Meet-Ups, Networking Events and Conferences

Opportunities for artists to come together to share expertise, build creative synergy, and support professional development. Meet-up and networking events range from gatherings of *plein air* painters, photographers and writers, to pop-up arts and crafts shows, theater or concerts. Conferences and workshops will generally be fee-based and focus on building skills and learning new techniques.

#### Catalog of Artists – A Great Marketing Opportunity (coming soon)

An online listing of individual artists, arts organizations, art schools and businesses living/working in upper Montgomery County to serve as a marketing tool and mechanism to reach new audiences. The Arts & Culture Alliance views the arts broadly to include most forms of the visual, performing, literary, theatrical, dance, folk traditional, and culinary arts, and more.

#### Arts Night Out (a working title, coming soon)

A program that will offer a diverse array of arts experiences hosted by venues throughout Gaithersburg under a coordinated marketing effort. Hosts to include businesses, town centers and

the City of Gaithersburg will work with artists to present their event. Businesses will be encouraged, but not required, to work with the artists listed in the *Catalog of Artists*.

### HOW THE ARTS ALLIANCE WORKS

The Arts & Culture Alliance is under the umbrella of the Gaithersburg Parks, Arts and Recreation Corporation (G-PARC), a 501(c)3 nonprofit that promotes awareness, engages public and private partnerships, and raises resources to support new and matured parks, arts and recreation initiatives in the City of Gaithersburg. G-PARC and its three Alliances use the Parks, Recreation and Culture Element of Gaithersburg's Master Plan as a strategic guide in developing and implementing Alliance efforts.

**The Arts & Culture Alliance Board** develops, guides and manages the efforts of the Alliance, including those of *Friends of Groups* who work in support of established programs, projects and initiatives. The Alliance Board Chair is a member of the G-PARC Governing Board of Directors and reports to that Board on Alliance activities. The Alliance Board ensures that its programs and *Friends of Groups* are meeting the mission and goals of G-PARC and the Alliance, and are following applicable policies and guidelines.

**Arts & Culture Alliance Members** participate in, develop and organize Alliance programs, projects and initiatives in a manner and degree determined by their interests, needs and availability.

**Arts & Culture Alliance *Friends of Groups*** work to support, generally through fund-raising activities, select City arts projects, programs, initiatives and facilities including:

- Gaithersburg Book Festival
- Gaithersburg Chorus
- Arts in Public Places Funding
- Arts Barn
- Gaithersburg Community Museum
- Gaithersburg Cultural Arts Events

### GET INVOLVED AND PUT YOUR PASSIONS TO WORK!

- **Join** the Alliance and have a voice in how it meets the needs of our community.
- **Participate** in Alliance activities.
- **Sponsor** an Alliance program or project, including a Friends of Group.

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### SOCIAL MEDIA:



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